etcetera
ETC
MAGAZINE

427 Moreland Avenue • Suite 700 • Atlanta, GA 30307 • 404-525-3821 • fax 404-525-1908

Dear Organizational Leader:

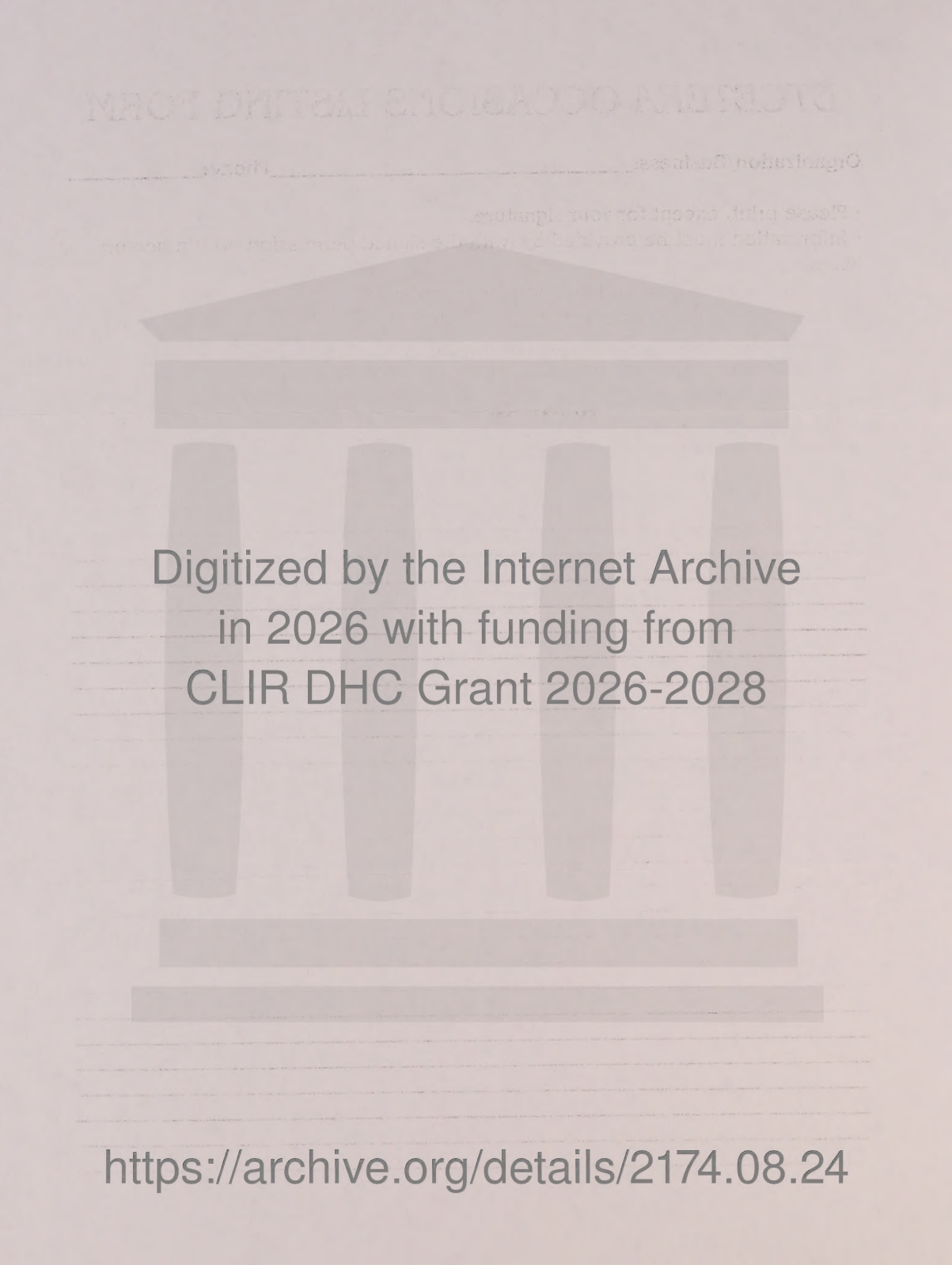
Enclosed is information on how to better gain publicity for your organization in *Etcetera* magazine. Included is a complete list of the different sections/departments of the magazine with the appropriate contact persons and deadlines. Also enclosed are Special Events Listing Forms to aid you if you are *not* planning on sending out a press release. If you have any questions about deadlines or which sections are applicable for your event, feel free to call me and/or send information directly to me.

Also enclosed is a occasions listing form for use by your membership. Simply pass around for those who wish to have their birthdays and/or anniversaries listed in "Couch Talk with Peg" to fill out. The information must be provided with the permission of those wanting the listing. (Signature and verification phone number required.)

Etcetera is the most widely read lesbian and gay publication in the South (as confirmed by our recent audit by the Audit Bureau of Circulations), distributing 22,000 magazines in six states every week. (That puts our monthly circulation at 88,000 – several thousand more than *Out* magazine, the largest of the national gay mags!) As a news and entertainment magazine, our goal is to define "Queer Culture, Southern Style." And since our founding in 1985, we have been committed to community involvement and therefore want to aid you in getting your message out. We are here to help you. *Please call if you have any questions.*

Sincerely,

Jack Pelham
Editor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https://archive.org/details/2174.08.24

ETCETERA OCCASIONS LISTING FORM

Organization/Business:_____Phone:_____

- Please print, except for your signature.
- Information must be provided by (with the signed permission of) the person listed.
- Only full names (first and last) will be accepted.
- A verification phone number must be included.
- Listing will appear in Couch Talk with Peg.
- Listee is responsible for notifying *Etcetera* of any changes in information.

NAME	OCCASION (birthday/anniversary)	DATE	SIGNATURE	PHONE

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Below the deadlines for various sections of the magazine are outlined. Send information directly to the attention of the particular person/section applicable or contact Editor Jack Pelham. If you are having problems meeting a deadline, please call – flexibility is based on our printing schedule. Mail or fax information to the addresses above.

Announcements – Located in the classified section, announcements of 25 words or less are published free of charge for non-profit organizations for a maximum of four weeks. After that time, *all* announcements must be renewed to continue. Listings in this section would include meetings, forums, calls for entries and other organizational information. Fax or mail written copy; announcements *cannot* be taken over the phone. The deadline is Monday at 4:00 p.m. for the publication that comes out a week later dated on Friday. (The deadline for paid classifieds is also Monday at 4:00 p.m.) Contact Classifieds Manager Rosalie Heverly for information.

Calendar Listing/Homoculture – There are several listings possible including This Week, Upcoming and Ongoing. All must be *entertainment-oriented*. Written copy is best. Benefits that are entertainment oriented would be listed in this section. The deadline for all calendar listings is Tuesday at 6:00 p.m. for the publication that comes out a week later dated on Friday. Contact Events Editor David A. Moore.

Homophile/Homoculture – Mentions here would include benefits that are *not entertainment-oriented* and additional detailed information on specific events. The deadline is Tuesday at 6:00 p.m. for the publication that comes out a week later dated on Friday. Contact Events Editor David A. Moore.

Action Alert/Newsblip – Information listed here would include direct action demonstrations and other forms of protest such as phone zaps, rallies and letter writing campaigns. Also, benefit reporting (number attending/money raised) would be included here. The deadline is Tuesday at 6:00 p.m. for the publication that comes out a week later dated on Friday – with some flexibility. Contact News Editor Rob Nixon.

News Coverage – Call and/or send a press release as soon as possible. (Remember, news is only news when it's timely; three weeks after the fact, it's no longer news.) Full-length stories tend to be comprehensive and include news analysis and features. Ongoing coverage and reporting of organizational events, including benefit results, fall into the Newsblip category. Also note, we may not have full-time writing and photography staff available if you give us less than 24-hour notice. Contact News Editor Rob Nixon.

Couch Talk with Peg – This weekly column features *people* in the lesbian and gay community including gossip, birthdays and anniversaries. Remember to stress the *people* involved. The deadline is 6:00 p.m. Monday for the publication that comes out two weeks later dated on Friday. In addition, call the Peg hotline at 404-256-8559. Be sure to leave detailed information, a phone number and the best time to reach you if additional information is needed.

Feature Story – Articles are scheduled several weeks in advance. Priority is given to topics that would appeal to the largest segment of our readers (national/regional vs. local). The smaller the audience segment the article has potential of reaching, the smaller the story. *Etcetera* does not publish feature articles specifically about *events* such as benefits, forums and the like, but we do publish articles about the *people* involved. (For example, we would not print an article specifically about a fundraiser, but we would run an interview with the person/group headlining the entertainment.) There are many variables that enter into the decision making process of choosing which topics to cover, but the primary objective is achieving balance. Contact Editor Jack Pelham.

Advertisements – Non-profit rates (30% off listed prices) are available through our Ad Manager Ron Whalen. The deadline to reserve space is Monday at 6:00 p.m. for the publication that comes out a week later dated on Friday.

Sponsorships – For *Etcetera* to consider your event for sponsorship, outline completely what your group wants and what *Etcetera* will receive as sponsor. Then, contact Ad Manager Ron Whalen. Only a set amount of sponsorship advertising space is available per issue. Don't wait until the last minute. Availability is on a first come, first servedp basis.

issue_____

section_____

date_____

SPECIAL EVENTS LISTING FORM

(for organization)

Event:_____

Name of Organization:_____

Date(s):_____

Time(s):_____

Admission Fee(s):_____

Address at which event will take place:_____

Brief Description (if event is a performance by an entertainer, please describe the artist):_____

_____

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Is this event a fundraiser for your organization? Yes___ No___
If not, in what manner will the funds raised be utilized?_____

_____

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_____

Phone number for reader to call for more information:_____

_____

(not for publication – in case we have questions.)
Daytime phone number:_____
Contact person:_____

- Deadline specifications are on back of this sheet.
- Mail or fax as soon as possible (see other side).

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